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JC953 U.S. PTO

November 2, 2000

JC825 U.S. PTO
09/705208
11/02/00

Commissioner of Patents and Trademarks
U.S. Patent and Trademark Office
Washington, DC 20231

Dear Sir:

RE: New US Patent Application Entitled: **METHOD OF GEOGRAPHICALLY AND FINANCIALLY EXPANDING THE BUSINESS POTENTIAL AND COMMERCIAL FALL-OUT OF LOCAL LIVE EVENT PERFORMANCES SUCH AS ROCK AND MUSICAL CONCERTS AND THE LIKE**
Inventors: Mike Pinera and Justice C. Rines
Assignment to: Poetic Justice International Company

We enclose the above-identified patent application, the filing fee of \$355.00, together with 3 (three) sheets of drawings, and a Verified Statement (small entity status).

The Commissioner is hereby authorized to charge any additional fees that may be due, to the deposit account No. 18-1425 of the undersigned attorney,

Cordially,

RINES AND RINES

Robert H. Rines
Robert H. Rines

RHR/ipo--Enclosures

The PTO did not receive the following
listed item(s) No Filing Fee enclose
\$355.00

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Applicant or Patentee: Poetic Justice International Company Attorney's
Serial or Patent No.: _____ Docket No.: _____
Filed or Issued: _____
Fee: _____

**METHOD OF GEOGRAPHICALLY AND FINANCIALLY EXPANDING THE BUSINESS
POTENTIAL AND COMMERCIAL FALL-OUT OF LOCAL LIVE EVENT PERFORMANCES
SUCH AS ROCK AND MUSICAL CONCERTS AND THE LIKE**

**VERIFIED STATEMENT (DECLARATION), CLAIMING SMALL ENTITY STATUS
(37 CFR 1.9(f) and 1.27(c)) - SMALL BUSINESS CONCERN**

I hereby declare that I am

- ☐ the owner of the small business concern identified below:
☒ an official of the small business concern empowered to act on behalf of the concern identified below:

NAME OF CONCERN Poetic Justice International Company
ADDRESS OF CONCERN c/o 1 Maple Street, Concord, NH 03301

I hereby declare that the above identified small business concern qualifies as a small business concern as defined in 13 CFR 121.3-18, and reproduced in 37 CFR 1.9(d), for purposes of paying reduced fees under section 41(a) and (b) of Title 35, United States Code, in that the number of employees of the concern, including those of its affiliates, does not exceed 500 persons. For purposes of this statement, (1) the number of employees of the business concern is the average over the previous fiscal year of the concern of the persons employed on a full-time, part-time or temporary basis during each of the pay periods of the fiscal year, and (2) concerns are affiliates of each other when either, directly or indirectly, one concern controls or has the power to control the other, or a third party or parties controls or has the power to control both.

I hereby declare that rights under contract or law have been conveyed to and remain with the small business concern identified above with regard to the invention, entitled _____ as above _____ by inventor(s) Mike Pinera and Justice C. Rines described in _____

- ☒ the specification filed herewith
☐ application serial no. _____, filed _____
☐ patent no. _____, issued _____

If the rights held by the above identified small business concern are not exclusive, each individual, concern or organization having rights to the invention is listed below* and no rights to the invention are held by any person, other than the inventor, who could not qualify as a small business concern under 37 CFR 1.9(d) or by any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e). *NOTE: Separate verified statements are required from each named person, concern or organization having rights to the invention averring to their status as small entities. (37 CFR 1.27)

NAME _____
ADDRESS _____
☐ INDIVIDUAL ☐ SMALL BUSINESS CONCERN ☐ NONPROFIT ORGANIZATION

NAME _____
ADDRESS _____
☐ INDIVIDUAL ☐ SMALL BUSINESS CONCERN ☐ NONPROFIT ORGANIZATION

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

NAME OF PERSON SIGNING Robert H. Rines, Esquire
TITLE OF PERSON OTHER THAN OWNER Counsel
ADDRESS OF PERSON SIGNING 81 North State Street
Concord, NH 03301
SIGNATURE Robert H. Rines DATE 11/2/2000

Method of Geographically and Financially Expanding the Business Potential and
Commercial Fall-Out of Local Live Event Performances Such as Rock and Musical
Concerts and the Like

The present invention relates to methods of doing or conducting the business of presenting live local event performances such as rock or other music concerts or other events and the like, being more particularly concerned with geographically and financially expanding the business potential and commercial fall-out of such local live event performances, and principally substantially simultaneously with the live local performance.

Background

Heretofore, the promoters and artists performing live rock and other musical concerts and other events have received their financial return from ticket and merchandise sales at the concert, concessions, etc. and later from the sale of video and audio tapes and discs recorded at the concert, and there advertised by fliers, sound announcements, and by ads projected on the customary large video screens flanking the performers on the stage. Occasionally, the live performance will be telecast and may be made available for the pay-for-view home television audience. Reference may be made, for example, to www.concertpromoters.com, www.io.com/-edmiller/Promoinfo.html#top, <http://alanr.lpl.org/ProductionTips.html> and www.spiderblue.com which describe typical present-day operations of this type.

In accordance with the present invention, the financial return is enormously expanded by enabling the content of the live local performance simultaneously to reach and be presented (for additional financial return) to much greater audiences by enabling the live performance and content simultaneously to be presented over an expanded

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geographical area and to all known and varied types of multi-media outlets, all vertically integrated to receive and play the content of the local live performance in real-time, or, if required, delayed. Additionally, by superposing simultaneous direct response infomercial selling and advertising material, a much more vast customer reach can be obtained that further materially expands the financial receipt potential thereof, as well.

Objects of Invention

It is accordingly a primary object of the present invention to provide a new and improved method of doing and conducting the live local concert and other event performance business, widely to expand the geographical limits and financial return and commercial fall-out potential of the same through the vertical integration of varied digital media outlets, simultaneously with the live performance, to receive and play the content of the local live performance, and further with superposed or supplementary simultaneous materially expanded infomercial selling and advertising reach therewith.

Other and further objects will be explained hereinafter and are more particularly pointed out in connection with the appended claims.

Summary

In summary, from the most all-encompassing viewpoint, the invention embraces a method of widely expanding the venues of marketing and receiving financial returns for live locally performed entertainment and other events simultaneously with the live local performing of the event, that comprises, during the live performing of the event for a live paying audience that provides a first financial return, simulcasting the live performance to widely disposed pay-for-view television reception venues for generating a second venue of financial return; digital video and audio recording the live performance and

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producing digital discs and tapes therefrom; during and simultaneously with said simulcasting, supplementing the telecast program with marketing advertisements superposed or interleaved on the program for infomerically soliciting sales of the recorded digital discs and tapes of the event and other materials for advertising the event for generating a third venue of potential financial return; projecting large screen displays of the performance to the live audience simultaneously with the performing of the event, and superposing or injecting marketing advertisements on the large screen displays for viewing by the live audience and also by the telecast audience for generating a fourth venue of potential financial return; simultaneously with the performing of the event, broadcasting the digital video and audio content over an internet web for both internet paying viewers and internet infomercials for generating a fifth venue of financial return; during said performing of the event, transmitting the audio component of the performance to radio broadcasting stations and together with performance event marketing information, as a sixth venue of financial return; and further during said performing of the event, carrying the video, audio and infomercial performance content to motion picture houses for display to their audiences, for generating a seventh venue of financial return; whereby universal and simultaneous integrated extension of reach of the live performance and its commercial potential is promulgated to expanded digital marketing venues, significantly to expand the business opportunities initiated by the live-local-entertainment performance and the financial return potential thereof.

Preferred and best mode implementations and procedures are later set forth in detail.

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Drawings

The invention will now be described in connection with the accompanying drawings, Figs. 1 and 2 of which are complementary block system diagrams illustrating an application of the invention in preferred form; and

Fig. 3 is a chart representing the various different and expanded income sources created by doing business in accordance with the novel method of the invention.

Description of Preferred Embodiment

Referring to Figs. 1 and 2, the before-described customary live concert performers, for example, are shown on the stage 1, playing to the audience A which pays the ticket admission charges and merchandise local sales constituting the usual venue of financial return, and designated at (1) in the income chart of Fig. 3. The audience A also views the large screens S flanking and behind the stage that simultaneously project the video images created at cameras C and the audio content received at microphones M and played over loudspeakers for respective viewing and listening, particularly by members of the live audience more distant from the stage. Conventional digital recording of the video and audio performance content is also simultaneously effected at R. as previously stated; and, if desired, discs can be immediately (or later) edited, made and provided. Television cable and satellite may be broadcast ("simulcast"), as represented at "satellite" and "cable" and "TV", for viewing, for example, by syndicated TV or pay-per-view (PPV) television viewers", (real time or delayed), providing a second venue of financial return, labeled (2) in Fig. 3.

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During and simultaneously with this simulcast telecasting, the invention supplements the telecast program content with infomercial sales pitches and marketing advertisements I superposed on or interleaved with the program to generate interest by the television audiences in the recorded digital discs and tapes for direct-response CD, DVD, etc. merchandising and also for event advertising and ticket purchases, etc. -- all constituting still a third venue of simultaneously solicited financial return, and designated at the regions (3) in Fig. 3. This same infomercial and advertising supplementation may also be displayed simultaneously (intermittently, periodically, streaming, etc.) on the projection screens S as at I in Fig. 1, for viewing by the live audience, and also by the telecast audience where the screen presentations are telecast, generating still a fourth venue potential of financial return, (4) in Fig. 3.

The invention also contemplates in addition to the TV media outlets, the simultaneous incorporating of other digital media outlet presentations, presenting the video and audio content on the Internet, labeled in Figs. 1 and 2 as Internet Web-Cast 3, and serving as still a fifth income venue, designated at (5) in Fig. 3, and also adapted supplementarily to carry interspersed, interleaved or superposed infomercial materials I, generating financial returns, also, of the before-described types (3) and (4).

Another digital media outlet simultaneously integratable, includes the radio stations in the area ("Radio Stations" 4 in Fig. 1 and "Radio Simulcast" in Fig. 2), which; during the live performance, as shown, can receive the audio component of the performance including also the audio component of interposed infomercials and advertisements, providing still a further business income expansion or extension into a sixth venue (6), Fig. 3, of financial return.

These added media outlets that may thus so significantly geographically and financially expand the live performance -- TV, Internet, Radio Stations, Movie Theaters - - are all, in accordance with the method of the invention, operatable and promulgated simultaneously with the local live performance (or, if desired, used with delayed presentation). A further outlet labeled "Retail Distribution" in Figs. 1 and 2, while accessible substantially simultaneously by record purchasers, can also provide the entertainment CD, DVD, etc. products for later retail and other distribution as well.

In order to target the audiences most likely to have interest in the particular event broadcast on TV, or to access the Internet, or to tune into the radio station, those media outlets should be selected that have the specialty of the particular event or the specific special type of audience interest corresponding to the type of concert or event being performed live; for example, classic rock music concerts. The telecast is then preferably directed to special rock TV channels; the audio broadcast, to rock radio stations; and to rock web sites on the Internet. It should also be noted from Figs. 1 and 2 that the various media outlets are cross-linked with the same infomercial and advertising I.

While the preferred business method of operation above-discussed intends to embrace all types of digital media outlets, some only may be used, if desired; and further

modifications will also occur to those skilled in this art, such being therefore considered to fall within the spirit and scope of the invention is defined in the appended claims.

[illegible]

What is claimed:

1. A method of widely expanding the venues of marketing and receiving financial returns for live locally performed entertainment and other events simultaneously with the live local performing of the event, that comprises, during the live performing of the event for a live paying audience that provides a first financial return, simulcasting the live performance to widely disposed pay-for-view television reception venues for generating a second venue of financial return; digital video and audio recording the live performance; and producing digital discs and tapes therefrom; during and simultaneously with said simulcasting, supplementing the telecast program with marketing advertisements superposed or interleaved on the program for infomercially soliciting sales of the recorded digital discs and tapes of the events and other materials and for advertising the event for generating a third venue of potential financial return; projecting large screen displays of the performance to the live audience simultaneously with the performing of the event, and superposing or injecting marketing advertisements on the large screen displays for viewing by the live audience and also by the telecast audience for generating a fourth venue of potential financial return; simultaneously with the performing of the event, broadcasting the digital video and audio content over an internet web for both internet paying viewers and internet infomercials for generating a fifth venue of financial return; during said performing of the event, transmitting the audio component of the performance to radio broadcasting stations and together with performance event marketing information, as a sixth venue of financial return; and further during said performing of the event, carrying the video, audio and infomercial performance content

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2. The method of claim 1 wherein the simulcast, Internet and radio carrying of the performance content are cross-linked.

4. A method of widely expanding the venues of marketing and receiving financial returns for live locally performed entertainment and other events simultaneously with the live local performing of the event, that comprises, during the live performing of the event for a live paying audience that provides a first financial return, digital video and audio recording the live performance and producing digital discs and tapes therefrom, simulcasting the live performance to widely disposed pay-for-view television reception venues for generating a second venue of financial return; during and simultaneously with said simulcasting, supplementing the telecast program with marketing advertisements superposed or interleaved on the program for infomercially soliciting sales of the recorded digital discs and tapes of the event and other materials and for advertising the event for generating a third venue of potential financial return; projecting large screen displays of the performance to the live audience simultaneously with the performing of the event, and superposing or injecting marketing advertisements on the large screen

displays for viewing by the live audience and also by the telecast audience for generating a fourth venue of potential financial return; simultaneously with the performing of the event, broadcasting the digital video and audio content over an internet web for both internet paying viewers and internet infomercials for generating a fifth venue of financial return; whereby simultaneous integrated extension of the reach of the live performance and its commercial potential it promulgated to expanded digital marketing venues, significantly to enlarge the business opportunities initiated by the live-local entertainment performance and the financial return potential.

5. A method of widely expanding the venues of marketing and receiving financial returns for live locally performed entertainment and other events simultaneously with the live local performing of the event, that comprises, during the live performing of the event for a live paying audience that provides the first financial return, simulcasting the live performance to widely disposed pay-for-view television reception venues for generating a second venue of financial return; digital video and audio recording the live performance and producing digital discs and tapes therefrom during and simultaneously with said simulcasting, supplementing the telecast program with marketing advertisements superposed on the program for infomercially soliciting sales of the recorded digital discs and tapes of the event and other materials and for advertising the event for generating a third venue of potential financial return; projecting large screen displays of the performance to the live audience simultaneously with the performing of the event, and superposing or injecting marketing advertisements on the large screen displays for viewing by the live audience and also by the telecast audience for generating a fourth venue of potential financial return; and further during said performing of the event,

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6. A method of widely expanding the venues of marketing and receiving financial returns for live locally performed entertainment and other events simultaneously with the live local performing of the event, that comprises, during the live performing of the event for a live paying audience that provides the first financial return, simulcasting the live performance to widely disposed pay-for-view television reception venues for generating a second venue of financial return; digital video and audio recording the live performance and producing digital discs and tapes therefrom during and simultaneously with said simulcasting, supplementing the simulcasting program with marketing advertisements superposed on the program for soliciting sales of recorded digital discs and tapes and other materials infomercially and for advertising the event for generating a third venue of potential financial return; projecting large screen displays of the performance to the live audience simultaneously with the performing of the event, and superposing or injecting marketing advertisements on the large screen displays for viewing by the live audience and also by the telecast audience for generating a fourth venue of potential financial return; during said performing of the event, transmitting the audio component of the performance to radio broadcasting stations and together with marketing information as a further venue of financial return; and its commercial potential whereby simultaneous

7. The method of claim 1 wherein one or more of viewing or listening to the television simulcasting of the live performance, on the internet web, on the radio broadcasts, and at the motion picture house display, is delayed before presentation.

8. The method of claim 4 wherein one or more of viewing or listening to the television simulcasting of the live performance and broadcasting on the internet web, is delayed before presentation.

9. The method of claim 5 wherein one or more of viewing or listening to the television simulcasting and on the motion picture house display, is delayed before presentation.

10. The method of claim 6 wherein one or more of viewing or listening to the television simulcasting of the live performance and on the radio broadcasts, is delayed before presentation.

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CD, DVD's, etc.
also, other modes
of merchandising

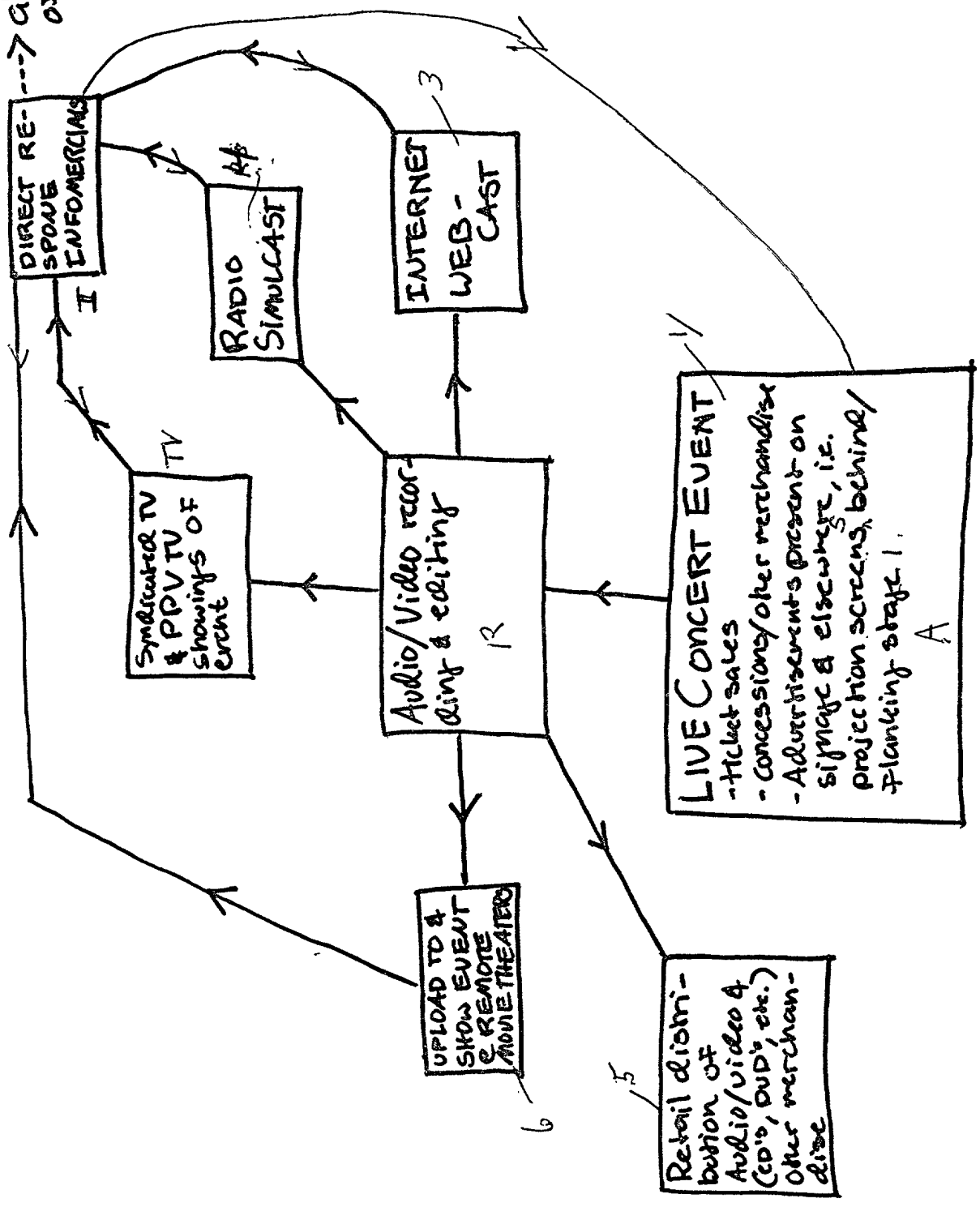


FIG. 2

CHART OF
FINANCIAL RETURN VENUES
(1) THROUGH (7)

LIVE
CONCERT ✓
AUDIENCE
(1), (3), (4)

PAY-PER-VIEW/TV
(2), (3), (4)

RADIO SIMULCAST 4/
(6), (3), (4)

INTERNET WEB-CAST 3/
(5), (3), (4)

MOVIE THEATERS 6/
(7), (3), (4)

RETAIL DISTRIBUTION 5/

FIG. 3

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DECLARATION AND POWER OF ATTORNEY

As a below-named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe that I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

**METHOD OF GEOGRAPHICALLY AND FINANCIALLY EXPANDING THE BUSINESS
POTENTIAL AND COMMERCIAL FALL-OUT OF LOCAL LIVE EVENT PERFORMANCES
SUCH AS ROCK AND MUSICAL CONCERTS AND THE LIKE**

 x is attached hereto. _____ the specification of which
_____ was filed on _____, as United States Application Serial No. _____
_____ or PCT International Application No. _____
and was amended _____.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above. I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, C.F.R. §1.56.

I hereby claim foreign priority benefits under Title 35, U.S.C. §119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

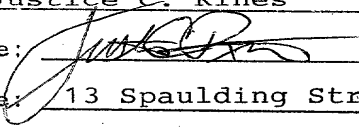
Serial No.	Country	Filing Date	Priority Claimed	
			Yes	No
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

I hereby claim the benefit under Title 35, U.S.C. §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, U.S.C. §112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, C.F.R. §1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application:

And I hereby appoint Robert H. Rines, Reg. No. 15,932, of the firm of Rines and Rines, Reg. No. 16,118, 81 North State Street, Concord, New Hampshire 03301, my attorneys, with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under §1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

(1) Full name of sole or first inventor: Mike Pinera
Date: November, 2000 Signature: _____
Citizenship: USA Residence: _____
Post Office Address: _____

(2) Full name of second joint inventor, if any: Justice C. Rines
Date: November 2, 2000 Signature: 
Citizenship: USA Residence: 13 Spaulding Street, Concord, NH
Post Office Address: 13 Spaulding Street, Concord, NH 03301

(3) Full name of third joint inventor, if any: _____
Date: _____ Signature: _____
Citizenship: _____ Residence: _____
Post Office Address: _____